PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. I. NEW YORK, DECEMBER 15, 1888. NO. 11.

ENTERED AT THE NEW YORK POST OFFICE AS SECOND-CLASS MAIL-MATTER.

ILLUSTRATIONS FOR ADVERTISEMENTS.

In an article in the preceding issue of PRINTERS' INK the use of illustrations in newspapers was discussed, and their employment for the purpose of attracting attention to advertisements commended.

The question now arises, How and where can suitable engravings be obtained? To those who can answer that question to their own satisfaction this article is not addressed.

Engravings suitable for newspaper illustrations are of two kinds: wood engravings and what are known as process engravings. Wood engraving, being the older of the two methods, claims first attention.

WOOD ENGRAVING.

(Engraved by H. SENIOR & Co., 19 Spruce St., New York.)

A wood engraving is produced by first drawing or photographing the design to be engraved upon a block of hard wood—generally box-wood—and then cutting away, with sharp tools, known as gravers, such portions of the surface of the block as are not to appear in the illustration. Wood engravings are more expensive than the process engravings, but their superiority is exhibited in soft effects, clear-cut lines and durability.

PROCESS ENGRAVING.

Process engravings are the result of photography and the action of acids on metal or gelatine surfaces. The design to be engraved is placed before a camera and a photograph of it taken. The image is then by various methods

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ILLUSTRATED ADVERTISEMENTS.

country workmen. Why? Because a fine engraving is smeared for the poor quality of ink and paper and the hasty press-work which are the attributes of the average newspaper.

Here, for example, is what was originally a fairly good engraving of a bull's head.

A "good illustration" for a newspaper advertisement must not aim at excellence in *chiaro-oscuro*. It must not exhibit any very remarkable artistic work beyond what may be produced by bold strokes; indeed it is probable that if the detail of the engraving is of a high standard of excellence the picture produced will be totally unfit for publication in newspapers like the great dailies of New York or the ordinary

This illustration, if the above blur may be dignified by the title, is an exact reproduction of the principal portion of an advertisement regularly appearing in a weekly newspaper of the average grade of prosperity, ink and paper. In its present state it is not a specially "attractive" feature; but it serves to show the folly of using finely shaded engravings in newspapers—and in this sense may still be termed an "illustration."

For newspaper illustrations outline engravings are what are required. The successful and most experienced advertisers employ them, and of late the publishers of daily newspapers when occasion demands it, resort to the outline illustrations with happy results. The accompanying design demonstrates that a few firm lines depicting an object in the barest outline is the most effective. In short, the simpler the illustration is, the fewer lines used in its construction the more distinctly will it print; the more satisfactory will be its appearance

(Reproduced by the HOLLIS PHOTOTYPE CO., 18 Reade St., New York.)

transferred to a metal or gelatine surface, which surface is by the application of certain acids eaten away, except in such parts as are to appear in the illustration. Process engravings are inferior to wood engravings in artistic effect, but they are excellent reproducers of printed or written matter, mechanical drawings or inferior illustrations, and, counting quality as nothing, they are cheaper than wood engravings.

A third method of securing illustrations for his advertisements is open to the advertiser. The demand for cheap engravings has led to the collection, by firms and individuals, of all kinds of wood engravings, suitable to a great variety of subjects. Those engaged in this business have stored away thousands and tens of thousands of these "stock cuts," bought at various times from those for whom they were originally engraved, and carefully classified. An advertiser writing to one engaged in this business, and stating the subject he desired to illustrate, would be furnished with proofs of cuts applicable to the subject, and from these could make a selection and thus secure an electrotype of a perhaps excellent wood engraving at less than the cost of a process engraving.

Since the object of placing an advertisement in the columns of a newspaper is that it may be seen, whatever contributes to its prominence, adds to its value; and though the cost of securing an attractive engraving may be considered a waste of money, it should be remembered that the desired conspicuousness is gained.

December 6, 1888.
MANNINGTON, MARION CO., W. Va.

Geo. P. Rowell & Co.:

DEAR SIRS—Inclosed find postage stamp, for which please send me the name and address of some reliable monthly paper that publishes the greatest number of reliable advertisements in the country, and oblige

Yours, J. R. PRICE.

ANSWER.

NEW YORK, December 8, 1888.

Mr. J. R. Price,
Mannington, W. Va.:

In response to your inquiry of 6th inst, it is our opinion that the *Century Magazine*, 33 East 17th st., New York, publishes a greater number of reliable advertisements than any other monthly printed in this country.

GEO. P. ROWELL & CO.

RHYMED ADVERTISEMENTS.—"I had rather be a kitten and cry mew, than one of these same metre ballad-mongers."—*Henry VI., Part III., Scene* 1.

WHY, OH! WHY?

There appeared on page 239 of the preceding issue of PRINTERS' INK the following:

WHY IS THIS?

LAKE COUNTY CALL (Weekly).

LIBERTYVILLE, ILL.

"I have found by counting my bundles of ready prints at different times that they always overrun from 25 to as high as 150. This week's bundle overruns 75 copies."—*Extract from letter of November 15th*, 1888.

Thus far no one has volunteered an answer to the query.

An interview, however, on the subject of "ready prints" with an authority on such matters, elucidated some interesting information in regard to the practices of those who supply ready-printed sheets.

It is customary with these concerns to supply their patrons with a greater number of sheets than are ordered. For every one hundred sheets ordered two extra sheets are included to allow for waste in printing, it having been found that an allowance for that purpose of from one to two per cent. is necessary. Allowances are also made for copies to be sent to advertising patrons of the "ready-print" companies.

Now let us suppose that the *Lake County Call* requires 500 sheets to supply its subscribers with their weekly copies, and that the advertisements of fifteen patrons of the company who supply these sheets appear therein. Allowing two sheets for each hundred furnished (the maximum estimate), we have ten extra sheets, and adding to these one sheet for each of the company's advertising patrons would cause the bundle of "ready prints" to overrun twenty-five sheets, as the publishers of the *Lake County Call* state, is sometimes the case.

But why is it that the bundles sometimes overrun "as high as 150" sheets? The authority before referred to is unable to give, or even imagine, any reason for so great an excess.

"By-weekly" means "every two weeks;" "bi-ennial" every two years," and "tri-ennial" every three years," or "once in three years." With these facts in mind, we would like to ask some philological student if the term "Tri-weekly" can be properly applied to a paper published three times a week. We simply rise for information.—*Binghamton Leader.*

SOME GOOD RELIGIOUS WEEKLIES.

The New York Observer was established sixty-six years ago. During all that time it has occupied a position in the front rank of religious journalism, and been regarded as a valuable medium for general advertisers of the better class, both on account of its circulation, its reputation, and the character of its readers. The Rev. Dr. Talmage is a weekly contributor in its columns, and will conduct the department called "Sparks from the Anvil," in every issue of the paper for 1889. Its business department is well managed and advertisers receive uniform and fair treatment.

The Churchman, New York city, perhaps more thoroughly and singly covers its own field than any other paper published. Its readers are of the better class—generally with money to gratify their desires, and hence a special value would seem to attach to its advertising columns. It has a graduated scale of advertising rates, and they are adhered to under all temptations. *The Churchman* has no rival to contend with.

The Christian Advocate, New York city, has been published for sixty-three years. It is the accredited mouthpiece of the Methodist Church, and has the largest weekly circulation of any denominational journal issued. Its advertising columns are carefully guarded against the admission of any improper announcements, and the greatest care is displayed in this department by its intelligent manager, who is a thoroughly good business man, and has a clear and comprehensive appreciation of the duties required of him. The advertising rates are proportionately lower than they are in a majority of the religious press; and it is regarded with high favor by shrewd advertisers.

The Christian Herald, New York city, although a comparatively new publication, is already regarded with more than ordinary favor by advertisers. Each issue contains a portrait and biography of some eminent person, a new sermon by the Rev. C. H. Spurgeon, of London, and the Rev. Dr. Talmage's latest Sunday morning sermon. The annual subscription is $1.50. In repeated instances customers have assured us that they have heard more from an advertisement in *The Christian Herald* than they have from any other paper; advertising is confined to a single outside page. The publisher furnished the "American Newspaper Directory" with a satisfactory statement showing its average weekly circulation last year to be 44,163 copies.

The Congregationalist, Boston, Mass., is one of the few religious papers which the last "American Newspaper Directory" distinguishes by the character (⊙), indicating prosperous readers and a circulation of the very best class. It covers its own field in New England thoroughly, and is regarded by advertisers as among the best of all the religious weeklies. The publication of the paper dates back to the year 1815, and during all that time it has been a weekly visitor to the best and most prosperous New England homes.

It may be a question whether or not these five papers can be called the five *best* religious papers in the country for general advertisers; but there can be no question that it would be exceedingly difficult to select any other five that are better or equally good.

The Sunday School Times, of Philadelphia, has an accredited weekly circulation, according to the "American Newspaper Directory," of 110,174, and this far exceeds that of any one of the five named above. It is a medium of undoubted value and merit for advertisers; but is not a denominational journal, or the special medium of any religious body.

"THERE'S MILLIONS IN IT."

OFFICE OF THE HUMBOLDT HERALD,
S. A. D. COX, Editor and Proprietor,
HUMBOLDT, Kan., Nov. 28, 1888.

Messrs. Geo. P. Rowell & Co.,
New York City:

Dear Sirs—Your experience of last year proved to you that there are some publishers who will send you false statements with regard to their circulation.

I think that I know of a very simple device that will unmask nine out of every ten of those gentlemen, and knowing your desire to have your Directory as correct as possible in every particular, I thought that perhaps it would be of value to you. If you think that a simple device that would point out with unerring certainty those publishers who rate their circulations too highly—as many as nine out of every ten at any rate—would be of value to you, please write me, stating about how high you would value it.

I am nothing if not inventive, and if I haven't invented a device that will circumvent those gentlemen above mentioned you needn't give me a cent.

Hoping to hear from you soon, I am yours truly,

S. A. D. COX.

THE SPECIAL AGENT.

In the preceding issue of PRINTERS' INK there appeared an account and portrait of a New York Special Agent —a brunette of the "Sunny South"— who *appeared* to have a practice of charging his advertising patrons an advance upon the regular rate of a paper which he represents; but in so nice and moderate a way that no one could be otherwise than pleased.

In this issue a different case is noted. Another Special Agent—a handsome blonde hailing originally from the "Green Mountain" State, but more recently from Iowa—the New York representative of a leading paper of Nebraska, the Omaha *Bee*.

By a reduced fac-simile of the two-rate cards of the *Bee*, printed elsewhere in this issue, it may be perceived that the rate per agate line is less to the foreign than to the local advertiser.

Note the following:

	NEW YORK RATE.	HOME RATE.
2 weeks	$ .75	$ 1.00
1 month	.90	1.50
3 months	2.55	4.00
6 months	4.70	7.00
1 year	8.30	13.00

It would be difficult to give a reason for this difference in rates which would satisfy everybody, but to reproduce here, from the columns of that magazine which issues more than half a million copies monthly, the *Metropolitan*, a sketch which there appeared sometime since of Mr. A. Frank Richardson, the Special Agent in New York for the Omaha *Bee*, may be a good thing to do even if it explains nothing.

A. FRANK RICHARDSON.

WHEN a man starting from the bare ground achieves success in any career, not by accident, but by native strength of arm, his life conveys a lesson. People are curious to learn the methods whereby he has attained prominence, when under equally encouraging conditions others have failed. It is for this reason that the *Metropolitan* presents to its readers the portrait of Mr. A. Frank Richardson, 14 and 15 Tribune Building, New York, who is known among leading journalists as one of the most popular and successful of special newspaper advertising agents.

Mr. Richardson is a native of Vermont, and like most New England boys who have made their mark, was born on a farm. At the age of fourteen he went to Davenport, Iowa, where he "began on the space box" on the *Democrat*, mastered every detail of the printer's art, and became the foreman of the establishment. There being too much energy in young Richardson, however, to be wasted among type and ink pots, he was transferred to the Counting Room, where his ability was at once manifested in the increased circulation of the paper. Observing that he possessed peculiar qualities for business, and especially an address that made him popular among men, his uncle, Mr. J. J. Richardson, who by the way may be said to be the father of the present system of soliciting advertisements, sent him on business tours which extended from Maine to California, and were made three or four times a year. In this way he became acquainted with the prominent business men and advertisers of the country.

In 1882 Mr. Richardson came to New York and opened the Eastern branch of the Western Newspaper Union, then embracing only four States and consisting of four hundred newspapers. Being elected its Vice-President and Eastern Manager, he began to infuse into its methods some of his own characteristic fire, and within five years the company was handling hundreds of thousands of dollars worth of advertisements, and furnishing ready prints for upwards of 1,100 newspapers in the United States.

In addition to the management of this extensive enterprise, Mr. Richardson has represented a number of the leading journals of America of known circulation as their Special Agent, and having thoroughly mastered this specialty, he has abandoned the co-operative lists to devote himself exclusively to it, which is more to his taste. The papers of which he has been thus the representative, have, without exception, flourished, as will any others he may take hold of; for no man in this line of business enjoys stronger popularity with advertisers or agents who control advertising. He is happily constituted for his avocation. A merry wight, full of vim, vigor and tirelessness; generous, prompt, courteous, and ready-witted, he is the ideal General Special Advertising Agent. Mr. Richardson has well deserved the genuine success he has achieved. He is the best authority in the United States on newspaper circulation, having made it a study for fifteen years, and his word is as good as his bond.

GENERAL advertisers, who make their own selection of journals, should give large preferences to those country weeklies that habitually display enterprise, taste and literary ability in gathering and presenting the events and interests of their own localities. Such qualities are assurances of a good circulation and a desirable grade of readers, and a reference to the Newspaper Directory ought to afford confirmatory evidence, on the circulation point at least.

Special Offer for One Month.

To insert a one-inch advertisement one month at publishers' cash prices, in all the papers catalogued on the next seven pages, costs $693.25. At one-half of the publishers' rate the cost will be as follows:

Eastern New York	First part	$39.35
	Second part	46.42
Western New York	First part	34.46
	Second part	28.65
New Jersey	First part	22.33
	Second part	15.13
Eastern Pennsylvania	First part	46.68
	Second part	50.99
Western Pennsylvania	First part	22.43
	Second part	20.33
Delaware	First part	5.35
	Second part	2.75
Maryland	First part	5.63
	Second Part	6.13
		$346.63

For an order for the ENTIRE list, every issue, daily and weekly, as catalogued; and a check to accompany the order, we will insert one inch of space, one month, for **$200**

Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

The List System of Advertising.

GEO. P. ROWELL & CO.'s Select Lists of Local Newspapers are not co-operative newspapers—not patent insides. They illustrate the advantages which may be secured by combination. For small advertisements to be inserted a single month, they offer 50 per cent. discount from publishers' rates. They are the BARGAINS in advertising: in papers having a strictly local circulation. The papers are excellent in every respect, and the scheme is the best that can be offered to an advertiser who wishes to put forth a short announcement; to appear in State and County newspapers for from one to three months only; and is therefore unable to avail himself of the lower prices to be secured by yearly contract. These SELECT LOCAL LISTS give a circulation of the best character and greatest influence *confined within a special territory*. Long experience and an expenditure of hundreds of thousands of dollars, has shown that these State combinations bring the advertiser more responses; attract more attention; and pay better than any other advertising which can be done outside of a very small list of the great newspapers, which are not available for the uses of the advertiser who wishes to confine his announcement within State lines.

Middle States.

EASTERN NEW YORK—1st Part.

Pop'n.	Place.	Paper.		Publisher's Rate. 1 Inch. 1 Month.
2,000	ADAMS	*Journal	Weekly	$2 50
16,000	AMSTERDAM	*Democrat	Daily	4 00
		"	Weekly	2 00
1,535	BREWSTER	*Standard	Weekly	2 25
2,000	CARTHAGE	*Republican	Weekly	3 00
4,290	CATSKILL	Examiner	Weekly	1 50
800	CHERRY VALLEY	*Gazette	Weekly	1 25
3,000	COEYMANS	*Herald	Weekly	1 00
10,000	GLENS FALLS	*Times	Daily	10 00
		"	Weekly	3 00
9,557	GOSHEN	*Republican	Weekly	2 50
3,188	HANCOCK	*Herald	Weekly	1 00
10,000	HUDSON	*Republican	Daily	3 00
		"	Weekly	2 00
7,000	JOHNSTOWN	Democrat	Weekly	2 00
23,000	KINGSTON	*Freeman (no cuts)	Daily	4 00
		"	Weekly	4 00
9,427	LANSINGBURGH	*Courier	Weekly	2 00
2,500	MORRIS	*Chronicle	Weekly	1 00
22,000	NEWBURGH	*Journal	Daily	3 60
		"	S.-W	2 50
7,000	PEEKSKILL	Messenger	Weekly	2 50
3,400	PORT JEFFERSON	*Times	Weekly	1 50
3,800	POTSDAM	*Courier & Freeman	Weekly	1 75
20,207	POUGHKEEPSIE	*Eagle	Daily	3 75
		"	Weekly	2 00
1,140	PRATTSVILLE	*News	Weekly	1 10
2,000	RICHFIELD SP'GS	*Mercury	Weekly	2 50
18 919	WATERTOWN	Post	Weekly	3 00
4,970	WHITEHALL	*Times	Weekly	2 50

☞ A one-inch advertisement will be inserted one month in any of the Eastern New York papers catalogued above, at the price set opposite, or in all the papers, at a discount of 50 per cent.; but advertisements taken at the half rate ($39 35 per inch), can only be forwarded on the 7th day of the month. * Best paper in the place. Address orders to GEO. P. ROWELL & CO., 10 Spruce St., New York. $78 70

2nd Part.

2,770	BABYLON	*Signal	Weekly	$2 50
4,500	BALLSTON SPA	*Democrat	Weekly	1 25
6,936	CAMBRIDGE	*Post (no cuts)	Weekly	1 75
2,600	CANTON	*Plaindealer	Weekly	1 31
3,900	ELLENVILLE	Journal	Weekly	1 75

Pop'n.	Place.	Paper.		Publisher's Rate. 1 Inch. 1 Month.
8,888	FISHKILL LAND'G..	*Standard	Weekly	$1 50
7,634	FLATBUSH	*Gazette	Weekly	1 50
18,000	FLUSHING	*Journal	Daily	5 00
		"	Weekly	2 50
4,000	FORT PLAIN	Register	Weekly	2 50
2,039	GILBERTSVILLE	*Journal	Weekly	1 00
8,000	GLOVERSVILLE	*Standard	Weekly	2 50
40,000	GREENPOINT	*Star	Daily	2 25
2,800	KEESEVILLE	*Republican	Weekly	2 00
8,166	LITTLE FALLS	*Journal & Courier	Weekly	3 00
25,000	LONG ISL'ND CITY.	*Star	Daily	2 50
		"	Weekly	2 00
8,000	MALONE	*Farmer	Weekly	1 75
10,000	MIDDLETOWN	Argus	Daily	3 40
		Mercury (1 t. a w.)	S.-W.	3 00
9,700	NEWTOWN	*Register	Weekly	1 75
6,000	NYACK	*Journal	Weekly	1 75
10,341	OGDENSBURGH	*Journal	Daily	6 00
		*Republican	Weekly	2 25
5,345	PLATTSBURGH	Sentinel	Weekly	2 00
10,500	PORT JERVIS	Union	Daily	3 75
		"	Weekly	2 00
6,000	TARRYTOWN	Argus	Weekly	2 50
56,747	TROY	*Times (4t a w, no cuts)	Daily	12 00
		" (no cuts)	Weekly	4 38
40,000	UTICA	*Press	Daily	7 50
5,850	WEST TROY	*Journal & Democrat	Weekly	2 00

☞ A one-inch advertisement will be inserted one month in any of the Eastern New York papers catalogued above, at the price set opposite, or in all the papers, at a discount of 50 per cent.; but advertisements taken at the half rate ($46.42 per inch), can only be forwarded on the 21st day of the month. * Best paper in the place. Address orders to GEO. P. ROWELL & CO., 10 Spruce St., New York. $92 84

WESTERN NEW YORK—1st Part.

Pop'n.	Place.	Paper.		Publisher's Rate. 1 Inch. 1 Month.
5,400	ALBION	*Republican	Weekly	$2 50
28,000	AUBURN	*Advertiser	Daily	5 00
		*Journal	Weekly	2 25
7,517	BATAVIA	*News	Daily	4 00
26,000	BINGHAMTON	Democrat	Daily	2 45
		"	Weekly	1 36
4,300	DANSVILLE	*Advertiser (no cuts)	Weekly	1 25
8,000	DUNKIRK	Advertiser & Union	Weekly	1 75
		*Farmer	Weekly	1 60
5,000	FULTON	*Times	Weekly	1 75
12,000	HORNELLSVILLE	*Tribune	Daily	2 50
		"	Weekly	2 50
21,986	ITHACA	*Journal	Daily	4 75
		"	Weekly	2 50

Pop'n.	Place.	Paper.		Publisher's Rate. 1 Inch. 1 Month.
17,000	LOCKPORT	*Journal	Daily	$5 00
		"	Weekly	2 50
3,830	LYONS	*Republican (1 t. a w.)	S-W	2 25
5,800	MEDINA	*Tribune	Weekly	2 50
4,668	NORWICH	*Union	Weekly	2 50
10,000	OLEAN	*Times	Daily	6 00
		"	Weekly	2 00
3,365	ONEONTA	*Herald (no cuts)	Weekly	2 50
6,000	OWEGO	*Gazette	Weekly	2 50
4,000	PENN YAN	*Express	Weekly	2 50
5,000	WATERLOO	*Observer	Weekly	2 50

☞A one-inch advertisement will be inserted one month in any of the Western New York papers catalogued above, at the price set opposite, or in all the papers, at a discount of 50 per cent.; but advertisements taken at the half rate ($34.46 per inch), can only be forwarded on the 7th day of the month. * Best paper in the place. Address orders to GEO. P. ROWELL & CO., 10 Spruce St., New York. $68 91

2nd Part.

7,000	CORNING	*Democrat	Daily	$2 00
		"	Weekly	75
8,000	CORTLAND	*Standard	Weekly	2 25
27,500	ELMIRA	*Gaz'tte & Free Press	Daily	9 00
9,692	FREDONIA	*Censor	Weekly	1 25
18,000	JAMESTOWN	*Journal	Daily	2 00
		"	Weekly	2 00
1,978	MEXICO	*Independent	Weekly	2 00
1,800	NAPLES	*Neapolitan Record	Weekly	1 50
22,000	OSWEGO	*Palladium	Daily	5 00
		"	Weekly	3 00
3,000	PALMYRA	*Courier	Weekly	2 50
1,880	PULASKI	*Democrat	Weekly	2 00
12,000	ROME	*Sentinel	Daily	5 50
		"	Weekly	2 55
6,797	SENECA FALLS	*Courier	Weekly	2 00
50,000	SYRACUSE	Journal	Daily	6 75
		"	Weekly	2 25
2,011	WATERVILLE	*Times	Weekly	3 00

☞A one-inch advertisement will be inserted one month in any of the Western New York papers catalogued above, at the price set opposite, or in all the papers, at a discount of 50 per cent.; but advertisements taken at the half rate ($28.65 per inch), can only be forwarded on the 21st day of the month. * Best paper in the place. Address orders to GEO. P. ROWELL & CO., 10 Spruce St. New York. $57 30

NEW JERSEY—1st Part.

Pop'n.	Place.	Paper.		Publisher's Rate. 1 Inch. 1 Month.
11,000	BRIDGETON	*News	Daily	$3 60
		"	Weekly	1 80
6,888	BURLINGTON	*Enterprise	Daily	9 72
		"	Weekly	1 80
58,000	CAMDEN	Post	Daily	12 48

Pop'n.	Place.	Paper.		Publisher's Rate. 1 Inch. 1 Month.
2,432	FREEHOLD	*Inquirer	Weekly	$2 00
3,300	KEYPORT	*Weekly	Weekly	1 25
9,500	MILLVILLE	*Republican	Weekly	2 00
2,647	NEWTON	*Register	Weekly	2 00
8,038	PHILLIPSBURG	Democrat	Weekly	2 00
6,861	RAHWAY	Democrat	Weekly	2 00
5,765	SALEM	*South Jerseyman	Weekly	2 00
3,200	SUMMIT	*Record	Weekly	2 00
				$44 65

☞A one-inch advertisement will be inserted one month in any of the New Jersey papers catalogued above, at the price set opposite, or in all the papers, at a discount of 50 per cent.; but advertisements taken at the half rate ($22.33 per inch), can only be forwarded on the 5th day of the month. * Best paper in the place. Address orders to GEO. P. ROWELL & CO., 10 Spruce St., New York.

2nd Part.

8,500	ATLANTIC CITY	*Review	Weekly	$1 25
2,700	BOONTON	*Bulletin	Weekly	1 75
5,300	BORDENTOWN	*Register	Weekly	1 50
28,229	ELIZABETH	*Journal (no cuts)	Daily	6 00
		"	Weekly	2 00
5,000	LAMBERTVILLE	*Beacon	Weekly	2 00
22,000	NEW BRUNSWICK	Fredonian	Daily	5 00
		"	Weekly	2 50
7,500	PASSAIC	Item	Weekly	2 50
12,040	PLAINFIELD	Times	Weekly	2 00
3,316	SOMERVILLE	*Unionist-Gaz. (No cuts)	Weekly	2 25
7,000	VINELAND	*Journal	Daily	1 50
				$30 25

☞A one-inch advertisement will be inserted one month in any of the New Jersey papers catalogued above, at the price set opposite, or in all the papers, at a discount of 50 per cent.; but advertisements taken at the half rate ($15.13 per inch), can only be forwarded on the 19th day of the month. * Best paper in the place. Address orders to GEO. P. ROWELL & CO., 10 Spruce St., New York.

EASTERN PENNSYLVANIA—1st Part.

Pop'n.	Place.	Paper.		Publisher's Rate 1 Inch. 1 Month
4,800	BLOOMSBURG	*Columbian	Weekly	$1 50
7,000	BRISTOL	*Gazette	Weekly	2 00
4,000	COATESVILLE	*Union	S.-W.	1 75
9,784	COLUMBIA	Herald	Weekly	1 00
11,934	EASTON	Free Press	Daily	4 25
		"	S.-W.	2 12
12,000	LEBANON	*Times	Daily	2 50
		"	Weekly	2 50
10,000	MAHANOY CITY	*Record	T.-W.	2 00
3,400	MARIETTA	Register	Weekly	2 50
2,500	MEDIA	*American	Weekly	3 36
2,000	MONTROSE	*Republican	Weekly	3 00
17,300	NORRISTOWN	Herald	Daily	3 00
		"	Weekly	2 00

Pop'n	Place.	Paper.		Publisher's Rate. 1 Inch. 1 Month.
8,000	PHŒNIXVILLE	*Star	Daily	$4 00
85,000	SCRANTON	Times	Daily	9 00
		"	Weekly	3 00
12,000	SHAMOKIN	*Dispatch	Daily	2 50
		Times	Weekly	1 50
16,000	SHENANDOAH	*Herald	Daily	6 50
		"	Weekly	1 00
1,500	SOMERSET	Democrat	Weekly	2 50
6,000	SUNBURY	Democrat	Weekly	2 50
4,000	TOWANDA	*Review	Daily	3 00
		"	Weekly	1 50
7,046	WESTCHESTER	*Local News (3 t. a w)	Daily	7 00
		*Jeffersonian	Weekly	3 35
28,000	WILLIAMSPORT	*Gazette & Bulletin	Daily	6 00
		*Gazette & Bulletin	Weekly	2 50
20,000	YORK	*Daily	Daily	2 67
		*Weekly	Weekly	1 35

☞A one-inch advertisement will be inserted one month in any of the Eastern Pennsylvania papers catalogued above, at the price set opposite, or in all the papers, at a discount of 50 per cent.; but advertisements taken at the half rate ($46.68 per inch), can only be forwarded on the 5th day of the month. * Best paper in the place. Address orders to GEO. P. ROWELL & CO., 10 Spruce St., New York. $93 35

2nd Part.

24,000	ALLENTOWN	*Chronicle & News	Daily	$8 00
		Lehigh Register	Weekly	2 00
8,300	ASHLAND	*Advocate	Weekly	2 50
20,000	CHESTER	*Times	Daily	5 00
1,300	CONNEAUTVILLE	*Courier	Weekly	2 50
8,346	DANVILLE	*Record	Daily	3 00
		"	Weekly	2 50
2,070	DOYLESTOWN	Mirror	Weekly	2 00
42,000	HARRISBURG	*Telegraph	Daily	9 00
		"	Weekly	4 50
12,000	HAZLETON	*Sentinel	Daily	3 33
		"	Weekly	1 33
7,000	HONESDALE	Herald	Weekly	2 00
25,769	LANCASTER	Examiner	Daily	7 00
		"	Weekly	2 00
29,000	MANAYUNK	*Chr'nicle & Adv'rt'r.	Weekly	2 00
3,752	MAUCH CHUNK	*Times	Daily	3 00
4,350	MIDDLETOWN	*Journal	Weekly	2 00
9,000	POTTSTOWN	*Ledger	Daily	1 00
		"	Weekly	1 00
15,000	POTTSVILLE	*Miner's Journal	Daily	10 00
		"	Weekly	4 00
52,000	READING	Times	Daily	5 40
		Journal	Weekly	1 92

Pop'n.	Place.	Paper.		Publisher's Rate. 1 Inch. 1 Month.
3,000	SHIPPENSBURG....	*News.....	Weekly	$2 50
5,730	TAMAQUA.....	*Courier.....	Weekly	2 50
35,000	WILKESBARRE.....	*Record.....	Daily..	7 50
		"	Weekly	2 50

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WESTERN PENNSYLVANIA—1st Part.

Pop'n.	Place.	Paper.		Publisher's Rate. 1 Inch. 1 Month.
9,185	BEAVER FALLS....	*Tribune.....	Daily..	$1 30
		"	Weekly	80
7,000	CARLISLE.....	Herald.....	Weekly	3 00
10,000	CHAMBERSBURGH.	*Repository.....	Weekly	2 00
1,500	CLARION.....	*Democrat.....	Weekly	2 50
23,215	ERIE.....	*Dispatch.....	Daily..	6 00
		"	Weekly	2 00
7,000	FRANKLIN.....	Spectator.....	Weekly	2 50
4,800	HUNTINGDON.....	Journal.....	Weekly	2 00
7,000	LOCK HAVEN.....	*Express.....	Daily..	3 00
		*Republican.....	Weekly	2 00
22,000	McKEESPORT.....	Times.....	Daily..	4 50
10,000	OIL CITY.....	*Derrick (e. o. d.)...	Daily..	3 00
		"	Weekly	1 50
5,684	SHARON.....	*Eagle.....	Daily..	3 00
		"	Weekly	1 50
5,800	WARREN.....	Ledger.....	Weekly	2 25
2,500	WAYNESBURGH....	Republican.....	Weekly	2 00

☞A one-inch advertisement will be inserted one month in any of the Western Pennsylvania papers catalogued above, at the price set opposite, or in all the papers, at a discount of 50 per cent.; but advertisements taken at the half rate ($22.43 per inch), can only be forwarded on the 5th day of the month. * Best paper in the place. Address orders to GEO. P. ROWELL & Co., 10 Spruce St., New York. $44 85

2nd Part.

30,000	ALTOONA.....	*Tribune.....	Daily..	$3 50
		"	Weekly	1 75
1,400	BEAVER.....	*Argus and Radical.	Weekly	2 50
3,400	ELIZABETH.....	*Herald.....	Weekly	1 00
8,380	JOHNSTOWN.....	*Tribune.....	Daily..	5 00
		"	Weekly	2 50
4,800	KITTANNING.....	Free Press.....	Weekly	2 50
9,860	MEADVILLE.....	*Tribune-Repub'n..	Daily..	4 68
		"	Weekly	2 88
4,475	NEW BRIGHTON...	*Beaver Valley News.	Weekly	2 40
6,500	NEW CASTLE.....	Guardian.....	Weekly	2 50

Pop'n.	Place.	Paper.		Publisher's Rate. 1 Inch. 1 Month.
9,000	TITUSVILLE	*Herald	Daily	$5 00
		"	Weekly	2 00
3,400	UNIONTOWN	*Genius of Liberty	Weekly	2 45

☞ A one-inch advertisement will be inserted one month in any of the Western Pennsylvania papers catalogued above, at the price set opposite, or in all the papers, at a discount of 50 per cent.; but advertisements taken at the half rate ($20.33 per inch), can only be forwarded on the 19th day of the month. * Best paper in the place. Address orders to GEO. P. ROWELL & CO., 10 Spruce St., New York. $40 66

DELAWARE—1st Part.

Pop'n.	Place.	Paper.		Publisher's Rate. 1 Inch. 1 Month.
3,429	MILFORD	*News & Advertiser	Weekly	$3 00
2,900	SMYRNA	*Times	Weekly	2 10
80,000	WILMINGTON	*News (e. o. d.)	Daily	4 20
		"	Weekly	1 40

☞ A one-inch advertisement will be inserted one month in any of the Delaware papers catalogued above, at the price set opposite, or in all the papers, at a discount of 50 per cent.; but advertisements taken at the half rate ($5.35 per inch), can only be forwarded on the 5th day of the month. * Best paper in the place. Address orders to GEO. P. ROWELL & CO., 10 Spruce St., New York. $10 70

2nd Part.

4,000	DOVER	*State Sentinel	Weekly	$3 00
2,273	GEORGETOWN	*Journal	Weekly	1 00
2,000	MIDDLETOWN	*Transcript	Weekly	1 50

☞ A one-inch advertisement will be inserted one month in any of the Delaware papers catalogued above, at the price set opposite, or in all the papers at a discount of 50 per cent.; but advertisements taken at the half rate ($2.75 per inch), can only be forwarded on the 19th day of the month. * Best paper in the place. Address orders to GEO. P. ROWELL & CO., 10 Spruce St. New York. $5 50

MARYLAND—1st Part.

Pop n.	Place	Paper.		Publisher's Rate. 1 Inch. 1 Month.
3,800	CAMBRIDGE	Democrat & News.	Weekly	$1 75
3,200	EASTON	*Star	Weekly	1 75
2,900	ELKTON	Whig	Weekly	2 40
10,000	HAGERSTOWN	*Globe	Daily	2 50
		"	Weekly	75
2,716	HAVRE DE GRACE	*Republican	Weekly	2 10

☞ A one-inch advertisement will be inserted one month in any of the Maryland papers catalogued above, at the price set opposite, or in all the papers, at a discount of 50 per cent.; but advertisements taken at the half rate ($5.63 per inch), can only be forwarded on the 5th day of the month. * Best paper in the place. Address orders to GEO. P. ROWELL & CO., 10 Spruce St., New York. $11 25

2nd Part.

12,000	CUMBERLAND	*Times	Daily	$5 00
		Alleganian	Weekly	2 00
8,650	FREDERICK	*Times	Daily	2 00
		"	Weekly	2 00
750	MIDDLETOWN	*Register	Weekly	1 25

☞ A one-inch advertisement will be inserted one month in any of the Maryland papers catalogued above, at the price set opposite, or in all the papers, at a discount of 50 per cent.; but advertisements taken at the half rate ($6.13 per inch), can only be forwarded on the 19th day of the month. * Best paper in the place. Address orders to GEO. P. ROWELL & CO., 10 Spruce St., New York. $12 25

WANAMAKER.

In the New York *Evening Post*, of Tuesday, December 4th, Mr. J. E. Powers, a celebrated writer of advertisements, expresses his opinion of John Wanamaker, the great retail merchant of Philadelphia. Whatever Mr. Powers writes can be read. Whether all that he writes is to be believed is more than we are prepared to state.

His views concerning Mr. Wanamaker are here given :

To the Editor of the Evening Post :

SIR—You seem to be in doubt who "Wanamaker" is (in the *Evening Post* of November 22). I know him thoroughly.

You are wrong in supposing him to be a great clothing-maker, merchant, or advertiser. He was, in the early days of the clothing business, a clothing-maker and a venturesome clothing merchant. He probably never "composed" a "seductive advertisement," he never knew anything about that "air of candor, or impartiality, of sympathy both with the frugal and the lavish, with the ascetic and the luxurious," which you say "has long been the envy and admiration of the clothing trade, and has revolutionized its literature," nor of that "delicacy and judicial-mindedness in his boasting which have fascinated tens of thousands who had previously turned a deaf ear to the allurements," etc., etc.

Years ago he was conspicuous as a clothing merchant and advertiser, but never as a "composer" of advertisements; and for several years he has not been conspicuous in clothing. He has, however, become conspicuous as keeper of a general store in Philadelphia, and all through his business life he has been increasingly conspicuous as a religious man, the climax having been reached, perhaps, when he bought and exhibited over the country "Christ before Pilate." He is probably the best-advertised religious man in America, unless possibly Talmage may be an exception; and there is probably no other man living who has given so little and is so often spoken of as a philanthropist.

You are in error, also, as to the suddenness of his rise in politics. He has been intimate with the Philadelphia Ring for many years. Some years ago he kept the rather limited world of Philadelphia in suspense for several days as to whether he would accept the Republican nomination for Congressman-at-Large for Pennsylvania. Then he was talked of for Governor, and almost got the Democratic nomination for Mayor. It is well-known in Philadelphia that he has been willing for the past five years to submit to almost any self-sacrifice in the interest of the public service. He is a very important man in Philadelphia. He pays the local newspapers a quarter of a million dollars a year for advertising, and is never spoken of by them but with high regard. Besides, he is very careful about what they say of him, and does not permit them even to mention his name without submitting proof to him.

He probably distinguished himself a few years ago when he became a director of the Reading Railroad, though he held that position only a very short time.

You are wrong in saying that "his undoubted administrative abilities have been displayed entirely within his own store, and the only American who has had the benefit of them is Wanamaker himself." Singular as it may appear, his "administrative abilities" are of a very inferior order. His enterprises are large but disjointed, conflicting, disorderly, shifting, and accidental. Personally he is impatient of organization, not to say jealous. Whatever arrangement there is in his business comes of subordinates, and he is sure to upset it as fast as he finds it out. He believes in special providences. Nor is he at all a selfish man: the larger part of his profits is believed to be shared with a lot of hangers-on whose business is to make themselves agreeable to him. He has next to nothing to show for his quarter of a century in business, except a very large store and an interest in the clothing business, which is almost forgotten.

Two or three years ago he began to turn his old store into a new one; it used to be a freight station of the Pennsylvania Railroad. But he has neither the means to build nor the business to use the room the building would give him. It stands unfinished—one corner six stories high, the rest of the block untouched.

His Sunday-school is one of the shows of Philadelphia. It appears to be extremely well managed as a show. You are wrong in saying, "We doubt if he ever made a speech in his life." He not only makes speeches, but preaches; and his heads of department are also heads of his Sunday-school. He is director in a great many banks and institutions. Indeed, he seems to be director in almost everything in Philadelphia except his store.

I don't know anything about that $400,000. He gets the credit of giving too much. He is much more likely to have passed the hat among manufacturers—he's a good customer, they wouldn't be likely to refuse him. In my judgment, Wanamaker would make an excellent Cabinet—whole Cabinet—now that surplus wants distributing. He could make a dozen Cabinets out of those hangers-on that wouldn't be missed in his store.

I know him very well indeed; for I wrote about 2,650 of those advertisements you admire so much—though all but about 900 of them touched on "everything that is used by civilized man or woman," and only 900 or so on clothing.

J. E. POWERS.

Wellesley Hills, Mass.

"*The Book Lover*, A Monthly Journal for those interested in Rare and Standard Books, Portraits and Views for Extra Illustration, Autograph Letters and Historical Documents;" such is the title and sub-title of a publication artistically antique in appearance, that has come to hand.

The advent of *The Book Lover* chronicles a "new departure" in its special field of journalism. Unlike its contemporaries, it discusses all matters of interest to its readers in short articles, treating the subjects in a light, interesting and thoroughly instructive manner.

From PRINTERS' INK's standpoint the following extract from the prospectus of the new journal is most interesting: "*The Book Lover* will gradually appeal to a constituency of 9,000 proven book buyers, collectors and persons of refined literary tastes, whose addresses have been verified. Advertisers will not be slow to understand that collectors of literary material must be persons of some leisure and means, and are therefore a class well worth addressing."

William Evarts Benjamin, of Astor Place, New York, is publisher of *The Book Lover*, and Ingersoll Lockwood (*Phil. Biblion*), the editor.

LARGEST CIRCULATIONS.

The following is a complete list of all newspapers and periodicals which are rated by the American Newspaper Directory for 1888 as having a regular average issue of more than 25,000 copies:

DAILIES.

San Francisco, Cal.,	Chronicle.
	Morning Call.
Washington, D. C.,	Evening Star.
Chicago, Ill.,	Herald.
	News.
	Tribune.
Boston, Mass.,	Evening Record.
	Globe.
	Herald.
	Morning Journal.
Detroit, Mich.,	Evening News.
Buffalo, N. Y.,	Evening News.
New York, N. Y.,	Herald.
	Morning Journal.
	News.
	Staats Zeitung.
	Sun.
	Times.
	Tribune.
	World.
Cincinnati, O.,	Enquirer.
	Post.
	Times-Star.
Cleveland, O.,	Press.
Philadelphia, Pa.,	Public Ledger.
	Press.
	Record.
	Times.
Pittsburgh, Pa.,	Dispatch.
	Times.
Toronto, Ont.,	Globe.

WEEKLIES.

San Francisco, Cal.,	Sunday Chronicle.
Washington, D. C.,	National Tribune.
Atlanta, Ga.,	Constitution.
Chicago, Ill.,	Arkansaw Traveller.
	Farmers' Review.
	Inter Ocean.
	News.
	Sunday Herald.
	Union Signal.
	World.
Des Moines, Iowa,	State Register.
Louisville, Ky.,	Courier-Journal.
Boston, Mass.,	Pilot.
	Republic.
	Sunday Globe.
	Sunday Herald.
	Youth's Companion.
Springfield, Mass.,	New England Homestead
Detroit, Mich.,	Commercial Advertiser.
	Free Press.
	Tribune.
St. Louis, Mo.,	Globe-Democrat.
	Journal of Agriculture.
	Missouri Republican.
Omaha, Neb.,	Bee.
Manchester, N. H.,	Mirror and Farmer.
Elmira, N. Y.,	Sunday Tidings.
	Morning Telegram.
New York, N. Y.,	Boys of New York.
	Christian Advocate.
	Christian Herald and Signs of Our Times.
	Dispatch.
	Family Story Paper.
	Fireside Companion.
	Frank Leslie's Illustrated Newspaper.
New York, N. Y.,	Golden Argosy.
	Harper's Bazar.
	Harper's Weekly.
	Harper's Young People.
	Irish World.
	Judge.
	National Police Gazette.
	Puck.
	Rural New Yorker.
	Scientific American.
	Sonntags Nachrichten.
	Sun.
	Sunday Mercury.
	Sunday News.
	Sunday Staats Zeitung.
	Texas Siftings.
	Times.
	Tribune.
	Voice.
	Weekly.
	Witness.
	World.
	Young Men of America.
Rochester, N. Y.,	American Rural Home.
Utica, N. Y.,	Saturday Globe.
Cincinnati, O.,	American Grange Bulletin.
	Enquirer.
	Gazette.
	Sunday Times-Star.
	Times.
Cleveland, O.,	Ohio Practical Farmer.
Toledo, O.,	Blade.
Harrisburg, Pa.,	Morning Telegram.
Philadelphia, Pa.,	Golden Days.
	Practical Farmer.
	Press.
	Saturday Night.
	Sporting Life.
	Sunday School Times.
Milwaukee, Wis.,	Germania.
	Peck's Sun.
Toronto, Ont.,	Mail.
	Globe.
Montreal, P. Q.,	Star.

BI-WEEKLIES.

Montreal, P. Q.,	Northern Messenger.

SEMI-MONTHLIES.

Louisville, Ky.,	Home and Farm.
Augusta, Me.,	Happy Hours Magazine.
	Vickery's Fireside Visitor.
Springfield, Mass.,	Farm and Home.
Minneapolis, Minn.,	Housekeeper.
New York, N. Y.,	American Analyst.
Springfield, O.,	Farm and Fireside.
	Ladies' Home Companion

MONTHLIES.

Wallingford, Ct.,	Our Country Home.
Chicago, Ill.,	Advance Courier and Home Companion.
Indianapolis, Ind.,	Agricultural Epitomist.
Portland, Me.,	Farm and Housekeeper.
	Hallett's American Farmer and Family Magazine.
	Our Home and Fireside Magazine.
	People's Illustrated Journal.
	Practical Housekeeper.
Boston, Mass.,	Popular Educator.
Greenfield, Mass.,	Good Cheer.
Augusta, Me.,	Daughters of America.
	Farm and Hearth.
	Illustrated Family Herald
	Sunshine.
Little Silver, N. J.,	Orchard and Garden.
Buffalo, N. Y.,	International Royal Templar.

New York, N. Y.,	American Agriculturist.
	American Magazine.
	Century Magazine.
	Cosmopolitan.
	Cricket on the Hearth.
	Delineator.
	Demorest's Magazine.
	Domestic Monthly.
	Frank Leslie's Popular Monthly.
	Harper's New Magazine.
	Illustrated Companion.
	Ladies' World.
	Metropolitan.
	St. Nicholas.
	Scribner's Magazine.
	Style.
	Sunday School Journal.
	Teachers' Institute and Practical Teacher.
	Young Folks Journal.
Cincinnati, O.,	Sunday School Journal.
Columbus, O.,	City and Country.
Meadville, Pa.,	Chautauquan.
Philadelphia, Pa.,	Agent's Herald.
	Baptist Teacher.
	Farm and Garden.
	Farm Journal.
	Ladies' Home Journal.
	Our Young People.
	Peterson's Magazine.
Brattleboro, Vt.,	Household.
Montreal, P. Q.,	Presbyterian Record.

QUARTERLIES.

New York, N. Y.,	Ehrich's Fashion Quarterly.
Rochester, N. Y.,	Green's Fruit Grower.

The following is a complete catalogue of all which are rated as issuing regularly more than 100,000 copies:

DAILIES.

Chicago, Ill.,	News.
Boston, Mass.,	Globe.
	Herald.
New York, N. Y.,	News.
	World.
Philadelphia, Pa.,	Record.

WEEKLIES.

Washington, D. C.,	National Tribune.
Atlanta, Ga.,	Constitution.
Boston, Mass.,	Sunday Globe.
	Youths' Companion.
Detroit, Mich.,	Free Press.
Elmira, N. Y.,	Morning Telegram.
New York, N. Y.,	Family Story Paper.
	Fireside Companion.
	Weekly.
Rochester, N. Y.,	American Rural Home.
Toledo, O.,	Blade.
Philadelphia, Pa.,	Saturday Night.
	Sunday School Times.

SEMI-MONTHLIES.

Augusta, Me.,	Vickery's Fireside Visitor.
Springfield, Mass.,	Farm and Home.
Springfield, O.,	Farm and Fireside.

MONTHLIES.

Portland, Me.,	Our Home and Fireside Magazine.
New York, N. Y.,	Century Magazine.
	Delineator.
	Harper's New Magazine.
	Metropolitan.
Philadelphia, Pa.,	Farm Journal.
	Ladies' Home Journal.

DEAD-BEAT ADVERTISERS.

These are the most contemptible shysters which afflict any line of trade. They get more for nothing than similar barnacles which foul the bottoms of any other business craft, except it may be lottery managers. They are a blot on the face of the earth. If there is any class of sharpers who ought figuratively to be consigned to—sheol—it is the dead-beat advertiser. He appears in various guises and disguises. Sometimes he catches the unwary publisher by giving an order for business which looks legitimate, and the editor, not being cramped by price, thinks it a good chance to slap on a fair charge. Well, he does, but he never collects it. The next fellow writes on the letter-heads of an advertising agent, at least that is the way it reads. After a short correspondence an order is placed at a stipulated price, to be paid for after the first insertion. The cash does not come promptly, and the publisher, hoping for the best, trustingly waits another week, or a month, and continues the advertisement, but he never collects one cent. But he does waste lots of postage stamps and oceans of patience trying to. The next is the man who is going in big. He has a gigantic scheme—on paper—and if this first order pays there will be millions in it for the editor. He contracts for a large space at a generous price; but, like all the rest, his advertising costs him only the time and postage to place it. There is no need to describe these rascals more at length. You will recognize them if I only suggest Tortilita Mining Company, Benton Hair Grower, the longest verse in the Bible man, etc.

There is still one more specimen of the species I will refer to, and I want to place it in this same class. To illustrate: When I was very young at the business I inserted an advertisement for a firm, for which I received a due bill, which was good for a certain quantity of potash when accompanied with $7.50 in cash. That's about the way the contract read. After the goods were nearly consumed, I had need to provide more. On pricing the packages in open market, you may judge of my chagrin when I discovered I had given this firm some $25 worth of advertising and paid seventeen cents a box for potash, which I could buy at any well-equipped country store for eight.—*National Editorial Journalist.*

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

CHAS. L. BENJAMIN,
EDITOR.

GEO. P. ROWELL & CO.,
PUBLISHERS.

PRINTERS' INK is issued on the first and fifteenth of each month. Terms, post-paid, One Dollar a year, in advance; single copies, Ten Cents.

ADVERTISING RATES:

25 Cents a Line.
25 Dollars a Page.
15 " ½ "
10 " ¼ "

Office: No. 10 Spruce St., New York.

NEW YORK, DECEMBER 15, 1888.

The actual average issue of PRINTERS' INK since its establishment in July has been 8,600. The edition for each number has been as follows:

July 15	**7,600**
August 1	**6,300**
August 15	**6,300**
September 1	**6,500**
September 15	**19,500**
October 1	**6,200**
October 15	**6,200**
November 1	**6,200**
November 15	**10,320**
December 1	**10,808**
Total	**86,000**

1889.

WE sit among mingled shadows, busy with the manuscripts, proofs and clippings that, when shaped, finished and fitted, in their several parts and relations, are to come forth from the laboratory of the printer, a new and complete issue of our little journal. The closing year is drawing its thin, brief line of shade below the western horizon, while above the opposite plane rises the huge and almost formless reflection of its successor. The mood is upon us, common to our kind and the season, to "welcome the coming, speed the parting guest." The latter part of this duty and service is soon performed. Like many another before it, the year that is about to leave us came in with acclamations and goes from us without regret, even if not in unkindness. Our expectations of it have not all been realized; nor, happily, have all our fears. We all are something its debtor in a balancing of accounts. History, in its own time and manner, may perhaps make much of it; but—our faces are toward the East and there, too, are our hearts and thoughts.

The coming year will bring us nothing fundamentally strange or new; it will neither invalidate old faculties nor offer endowment to sudden and novel creations—at the worst, it will turn its dark side to familiar work, ill performed, or neglected; at the best, it will but shine upon such work, well and diligently done. It will, or it should be a season of progress and improvement, but progress and improvement work slowly from the top to the bottom of things in the general affairs of humanity, and men cannot by dynamite blast out new channels in life or industry, nor build society or trade anew with picks and shovels. Let us hold fast to what we have, while trying to enlarge our store.

Our cogitations and moralizings turn back upon our own little corner of the universe and our own little part in its activities. In A. D. 1889, as it was in B. C. 1889 and centuries before then, men will be desirous of giving the widest possible publicity to, and claiming the highest merit in their provision of supplies and services for the wants and wishes of their fellows, by the disposal of which the providers hope to subsist and increase their substance. For upwards of two centuries such desire has been realized in part, and all the time in growing part, by resort to those periodical prints wherein communities have become used to seek their intelligence of events and a great share of their intellectual impulsion. So overshadowing has this mode of publicity become, in comparison with other or rival methods, that it has succeeded in appropriating to itself the term, Advertising, once common to all manner of public notifications of a fact or allegation. Beginning humbly, expanding slowly, pursuing many paths towards a goal not yet attained, Advertising now

ranks high in the category of the economic sciences, so that historians disdain not to explore its past; essayists, to unravel its future, and theoretical and practical experts, interested in various ways and degrees in the gathering and dispersing of its imperial revenue of some thirty millions of dollars per annum, to formulate and expound its rules. In these historical, philosophical and technical aims and labors, it is the ambition and purpose of this journal to bear a part through the approaching year, that we greet with hope, as some part has been borne in the year now fleeting, which we dismiss not wholly in despair.

Before we again shall have opportunity to address our patrons, 1888 will have become a portion of the irrevocable past, and 1889 a phase of the inevitable present. We, therefore, reverencing an old formula and esteeming a serviceable one, take this occasion to sincerely wish all the readers of PRINTERS' INK a "Merry Christmas and a Happy New Year."

ADVERTISERS all want prominence. Some newspapers charge double rates for the use of type out of the ordinary run, whether larger or smaller, considering that such gives extra prominence, and is, therefore, worth the extra cost. Other papers, again, won't admit any large type at all, valuing what they choose to call "respectability of appearance." Almost every advertiser would like to have 'top of column, next to reading matter" as the position which his announcement should occupy. As it is, of course, impossible for all to be accommodated in this way, most journals charge certain percentages, in addition to the actual space occupied, for "special positions." Some few advertisers profess to be considerably wronged or insulted by this extra charge, and think the publishers, and not themselves are unreasonable. Yet, they must, on reflection, see how utterly impracticable it would be to comply with everybody's wishes in this respect. As a rule, to take "the run of the paper" gives perfect satisfaction, each advertiser getting in turn the best locations that can be given him.

COUNTRY editors, at some of their press conventions, have been found deploring the folly of admitting into their journals the advertisements of the weekly editions of metropolitan dailies, because the lower subscription rates of the city weeklies tempt subscribers away from the local newspapers. The country newspaper that has reason to dread such competition is not a "newspaper" in the true and live sense of the term. People who live on farms and in villages will not content themselves on the "canned" diet of the city weeklies if they can get fresh viands from their home journals.

FOR many years—nearly a generation—four daily newspapers, the Boston *Herald*, New York *Herald*, Philadelphia *Ledger* and Baltimore *Sun*, have uniformly refused a commission to advertising agents; but recently the Boston *Herald* and the New York *Herald* have changed their method of business and now recognize the agencies. The rapidity with which the Boston *Globe*, the Philadelphia *Record* and the New York *World* have pushed themselves ahead of their older rivals, has doubtless had something to do in opening the eyes of their rich and independent competitors to the fact that the world moves; that the middle man has a place and is needed; and that the laborer is worthy of his hire.

IN the early days of newspaper advertising, it was not uncommon for competitors in business to engage in direct controversy through the medium of their rival advertisements. This practice is noticed by nearly all writers on the history of advertising or on the manners and customs of the time. In these days, the standard of public taste forbids such exhibitions as a habit.

WHAT IS YOUR CIRCULATION?

OFFICE OF ORANGE JUDD FARMER CO., PUBLISHERS, 308-316 DEARBORN ST., CHICAGO, ILL., Dec. 1, 1888.

Messrs. Geo. P. Rowell & Co., New York City, N. Y.:

Gentlemen—When making up your annual directory of papers, or whenever sending out circulars regarding the agricultural press, or when you have opportunity to recommend a list of papers to an advertiser, please bear in mind that we do not make affidavit of our circulation, which is often done by some papers on the strength of one or a *few* editions, but we gladly furnish our advertisers with exact photographic copies of our weekly postage bill, similar to the enclosed. We will send these to you as published, if you care for them and will give them attention. Can you get any other weekly agricultural paper to do as much.

ORANGE JUDD FARMER CO.

Different publishers have different ideas of what constitutes circulation.

One man reports that he has so many actual subscribers; another omits exchanges when stating what his edition is; still another makes an allowance for unsold copies; but after all the only correct measure of circulation is *the number of copies printed.* That can always be known with certainty. What is done with the copies after being printed is a question to be decided in fixing the *value* of the issue; but not in fixing its amount.

NAMES OF NEWSPAPERS.

It is estimated that there are 35,000 newspapers and other periodicals published in the world. The United States can boast of possessing nearly two-fifths of the entire number, or, to be exact, a total of 13,494, while the Dominion of Canada has 644 and Newfoundland 9. The names by which these thousands of papers are known are by no means as numerous as one might suppose; still there is a sufficient variety to repay the curious searcher for information. The name most common is *News*, by which, with or without a prefix, just 550 papers are called. Thirty-nine of these are in New York, 44 in Illinois, 38 in Ohio, 34 in Pennsylvania, and the others are scattered through the remaining States and Territories. There are 489 called the *Times*, 415 *Journals*, 406 *Democrats*, 297 *Gazettes*, 273 *Republicans*, 198 *Enterprises*, 180 *Independents*, 180 *Tribunes*, 179 *Records*, 177 *Couriers*, 173 *Sentinels*, 149 *Presses*, 137 *Registers*, 128 *Chronicles*, 126 *Reporters*, 119 *Stars*, 117 *Reviews*, 108 *Suns*, 107 *Leaders*, 99 *Advertisers*, 98 *Arguses*, 90 *Standards*, 89 *Free Presses*, 83 *Posts*, 74 *Bulletins*, 72 *Expresses*, 71 *Banners*, 70 *Observers*, 63 *Unions*, 61 *Citizens*, 59 *Messengers*, 54 *Eagles*, 53 *Dispatches*, 49 *Advances*, 49 *Indexes*, 46 *Transcripts*, 44 *Mirrors*, 39 *Pioneers*, 37 *Commercials*, 37 *Globes*, 35 *Echoes*, 27 *Watchmen*, 27 *Mercuries*, and 20 *Vindicators*.

It by no means follows that all the *Democrats* in the above list are supporters of the Democratic party, or that all the *Republicans* are Republican in politics. It is often the opposite. The St. Louis *Republican* is Democratic and the *Globe-Democrat* is Republican, while many of the *Independents* are strong party organs. The *Advance*, *Argus*, *Enterprise*, *Leader*, *Pioneer* and *Watchman* are found most frequently in the Western States and Territories. There is at least one *Democrat* in every State (Indiana leads with thirty-six), excepting Nevada and Vermont. Every State but Delaware has a *Gazette*, all have a *Journal* and a *News;* Delaware, Nevada and Oregon are without a *Herald;* there is a *Sentinel* everywhere but in Florida, Rhode Island and Vermont, and there are only nine States without a *Sun*.

Of papers printed in foreign languages, the German are most numerous, and these are followed in order by the French, Scandinavian (of which there are sixty), and Spanish. Almost every nationality is represented. There are fifteen Bohemian papers, five Polish, two Finnish, one Cherokee and one Chinese. There are 523 papers printed on Sunday.—*New York Sun.*

OFFICE OF THE SLADE ADVERTISING AGENCY, 149 Milk Street, Boston. BOSTON, MASS., Nov. 28th, 1888.

GEO. P. ROWELL & CO.:

One of our customers some time ago put out advertising in a list of country papers that your firm sent to half each fortnight, if we are correctly informed, divided into States or divisions of some kind or other. Do you now have such a combination? and if so, please mail us a copy of said list and what would be the net rates to us for an inch or more for the whole or a portion of the list.

Respectfully yours,
THE SLADE ADVERTISING AGENCY.

What Mr. Slade has in mind is the Select List of Local Newspapers, a portion of which is catalogued in this issue of PRINTERS' INK in connection with a special offer to advertisers.

"WHAT'S IN A NAME?"

A glance at the opposite column will disclose one of the peculiar phases of newspaper advertising.

Here are reproduced the devices with which those whose names appear identify their advertisements.

It often occurs that the name of a company, sometimes of an individual, is of such length that it is impossible to attractively display it in a limited space; or it may be that such types as are possessed by the average newspaper office would not furnish an attractive display within the ordinary width of a newspaper column. In such a pass, the ingenuity of the advertiser is put to a test, and the refractory title is by the engraver's aid reduced to a satisfactory size and form.

The peculiar and various lettering exhibited serves a double purpose. By its oddness it catches the eye, and, too, by reason of its peculiarities it serves as a trade-mark.

ADVICE TO BUSINESS MEN.

THE INDIANAPOLIS SENTINEL.
DAILY, WEEKLY AND SUNDAY.
E. A. K. HACKETT, Manager. J. C. TARKINGTON, Assistant-Manager.

The Daily Sentinel has the Largest Morning Circulation in the State. The Sunday Sentinel the Largest Sunday Circulation in the State. The State Sentinel the Largest Weekly Circulation in the State.

INDIANAPOLIS, Nov. 29, 1888.

GEO. P. ROWELL & CO.,
New York.

Dr. Sirs:

We have received your "Fifteen True Stories for Advertisers." The statement of the Indianapolis *News* is false, and when you promulgate such matter you do other papers in this city a great injustice. The *News* has not *three* times the circulation of any daily in Indiana. It has not 4,000 more daily bona fide subscribers than the *Sentinel*.

We will pay to the *News* or place to your credit the sum of $100 if the *News* can prove the statement that you make in their behalf, viz.: that it has three times the circulation of any (the *Sentinel*) paper in Indiana.

Very truly,
INDIANAPOLIS SENTINEL CO.

DECKER BROTHERS'

Darlington, Runk & Co.

Equitable MORTGAGE COMPANY.

BRUNER & MOORE CO

GERMAN-AMERICAN REAL ESTATE TITLE GUARANTEE CO.

Arnold, Constable & Co.

Baumann Bro's

TITLE GUARANTEE AND TRUST CO.

JARVIS-CONKLIN MORTGAGE TRUST COMPANY

A. R. Chisolm & Co.

GEO. P. ROWELL & CO.

GILMAN, COLLAMORE & CO.

HARRIS BROS.

ON CIRCULATION.

"The rabble gather round the man of news,
And, gaping, seem to listen with their mouths;
Some tell, some hear, some judge of news, some make it,
And he who lies most loud, is most believed."

The value of a paper as an advertising organ depends mainly upon the extent, class, and quality of its circulation.

Class and quality are as important as numbers. For instance, a circulation of one thousand in one class might be as valuable to some advertisers as tens of thousands in a different class. The aim of the advertiser is to make his name and his wares well known amongst those who are in want of what he has to sell, and who may be likely to buy from him. He should therefore select papers that are known to circulate amongst those people whose wants he caters for.

This principle, applicable to all advertising media, applies with special force to class papers—papers that are designed for distinct classes or interests. The paper itself is a safe guide, so far as to the class by whom it is read. The advertiser may judge from the general character of the paper as to what class it circulates amongst and is read by. The editor prepares his paper to suit the needs and conditions of his readers, just as the restaurant manager adapts his bill of fare to the tastes and purses of his patrons.

A class paper is in reality a trade purchase—purchased because it assists the trader in his business. The paper itself, its contents, general appearance and character, may therefore be taken as the safest guide as to the class and quality of its circulation. But as to the extent of the circulation, an outsider has no adequate means of judging; on this head the publisher alone can give reliable information.

Advertising without a knowledge of actual circulation, is really dealing in the dark, and we are not surprised that advertisers complain of the reluctance of publishers to supply this very essential information.

The matter, after all, is pretty much in advertisers' own hands. They should insist on having a definite statement of the circulation and evidence of the accuracy of the statement. Some publishers, wisely recognizing the business-like spirit of the age, are now giving advertisers such evidence of circulation as cannot be doubted, and all who have taken this step have derived instant benefit therefrom. In some cases, publishers take advertisers entirely into their confidence, leaving their printing and account-books open for inspection. This undoubtedly is the most certain way of ensuring perfect confidence in the minds of advertisers. —*The Advertisers' Guardian.*

THE "PRESS" OF PHILADELPHIA OBTAINS INFORMATION.

TELEGRAM.

PHILADELPHIA, PA., Nov. 30th, 1888.

GEO. P. ROWELL & CO.,
10 Spruce St., N. Y.

We want to mail the *Press* to a list of five to ten thousand of the best papers. Have you a selected list? Could you furnish addresses, or addressed wrappers? W. L. McLEAN.

ANSWER.

NEW YORK, Nov. 30th, 1888.

Mr. W. L. McLEAN, Advertising Manager of *Press*, Philadelphia, Pa.

Your telegram asking for list of papers is received.

We have no such list as you ask for. The pamphlet which we send you by this mail contains the names of about 2,000 papers of the class you wish. Begin at page 171.

Are you aware that to reach one-fourth of all newspaper readers in the United States you only need to use 84 papers; and that to reach one-half of all the readers 528 papers are all you need?

The list which we send you supplies about two-thirds of all the readers of newspapers.

We hope it will answer your purpose. If not, we refer you to that excellent publication, the "American Newspaper Directory."

WORDING AN ADVERTISEMENT.

The preparation of the copy for an advertisement is a matter of importance, and a subject for study. The time now is when the bare, tame and stereotyped advertisement is considered by the wide awake advertiser as of little real value. Chestnuts are as little appreciated by the reader as by the advertiser. The advertisement of to-day must be unique. It must not only attract attention, but it must also interest, so as to hold the attention until it is carefully read. In a word, it must be newsy, or very novel. The average country merchant cannot write such an advertisement. None are better aware of this fact than himself, and he hates to attempt the task.

The newspaper man who has tact sees this point and very often secures a generous order and perhaps a long-time customer by preparing in advance a well-written advertisement, and one

adapted to the whims or hobby of the merchant. The order secured and the advertisement running regularly, it is well, according to my experience, not to forget the new patron, but, on the contrary, cultivate his acquaintance; hold up the points of display or position, and see to it that the advertisement is kept fresh and seasonable. This plan followed up, ten to one the publisher has secured a permanent customer.

As an example of the importance of a properly written advertisement, it has come to my knowledge that a Boston man has lately surrendered a lucrative position in order to make a business of writing advertisements. His terms are moderate—only $10 an hour—and his time is so fully engaged that he cannot fill his orders. Many large firms understand this matter so well that they are satisfied to pay salaries of from $5,000 to $8,000 a year to experts who do this work exclusively. The gentleman referred to goes so far as to say that the value of the *medium* in which an advertisement is to appear is of secondary importance; it is the manner in which an advertisement is written and worded which governs its value or worthlessness.—*National Editorial Journalist.*

IS ADVERTISING AN EXPERIMENT?—A few years ago the writer had occasion to call upon the manager of the advertising department of the great music publishing house of Oliver Ditson & Co., a concern which at that time was spending annually from $25,000 to $30,000 a year in newspaper advertising. In the course of an interesting conversation, the question was asked the manager why the firm could not occasionally suspend advertising for a year or so and save the amount being spent for this purpose. The query seemed to surprise him and to be regarded as suggesting a startling innovation on an established custom, which had never been contemplated before. "Well," he replied, "I suppose we might do as you suggest, but it would be an experiment we should not like to try."—*Boots and Shoes.*

THE PRINCE OF ADVERTISERS.—"Why, man, he doth bestride the narrow world like a Colossus; and we petty men walk under his huge legs and peep about, to find ourselves dishonorable graves."—*Julius Cæsar, Act I., Scene 2.*

A GOOD ADVERTISEMENT.

In order to make a good advertisement, the advertiser must in the beginning determine what he wishes to say. He should say it tersely. Make the statement as short as possible and yet omit no word that is needed to make it complete.

After the advertisement has been written and expresses all that ought to be said; it is then a question of equal importance to decide how it shall be presented to the eye of the person who is to be influenced.

Unless the advertisement is of a sort which should be classified, and is to appear in newspapers which do classify their advertisements, it will be advisable to make it conspicuous; that is, calculated to *catch the eye* of the casual reader.

If a glance conveys the main idea, the mind of the observer if interested is impelled to more critically examine the advertisement which has caught his eye—make himself familiar with the story which it tells. When this has been accomplished the advertisement has done its complete and perfect work.

A single insertion of a good advertisement is worth more than several insertions of a poor one; is more effective and at a smaller cost; but this fact is one which advertisers find it very difficult to realize.

The following is an example of a rather well worded advertisement set solid as it would be in the classified columns of a daily newspaper where no display is permitted:

LADIES use PEERLESS DYES. Do your own dyeing, at home. They will dye everything. They are sold everywhere. Price 10c. a package. They have no equal for Strength, Brightness, Amount in Packages or for Fastness of Color, or non-fading Qualities. They do not crock or smut; 40 colors.

Here follows the same advertisement fairly well displayed and intended to take its chances among other displayed announcements in the ordinary newspapers.

LADIES USE PEERLESS DYES

Do Your Own Dyeing, at Home.

They will dye everything. They are sold everywhere. Price **10c.** a package. They have no equal for Strength, Brightness, Amount in Packages or for Fastness of Color, or non-fading Qualities. They do not crock or smut; 40 colors. For sale by

Again the same advertisement, this time, *well* displayed and consequently

more likely to be seen and read. The blank space left at the top of this advertisement is an important feature of the display and serves better perhaps than large type to catch the eye and thus arrest the attention.

Peerless DYES

Have no equal

FOR STRENGTH,
FOR FASTNESS OF COLOR,
FOR BRIGHTNESS,
FOR NON-FADING QUALITIES,
FOR AMOUNT IN PACKAGE,

Will dye everything!
Are sold everywhere!
Do not crock or smut!

Forty Colors,
10c. a package.

Ladies: do your own dyeing: at home!

In the common run of country weeklies the above advertisement, inserted on yearly contract, would not cost more than twice as much as the smaller one printed on the preceding page. Can any one doubt that this one would be more than twice as likely to be seen?

In papers of very large circulation, and advertising rates in proportion, it may be a question whether it would not pay the advertiser better to insert the conspicuous display once a month, rather than the smaller card once a week; the comparative cost being about the same.

"The great art in writing advertisements is the finding out a proper method to catch the reader's eye." This was the remark of a shrewd and profound observer five or six generations ago, and the problem is still vexing the soul of the advertiser by reason that fresh difficulties arise about as fast as new aids multiply. "To catch the reader's eye" is as fundamental a necessity as the well-known first step in cooking a hare, and beside it the matter of persuading his disposition is one of comparative simplicity.

BUSINESS IN THE SOUTH.

THE MORNING NEWS,
Daily and Weekly,
SAVANNAH, Ga., Dec. 4, 1888.

Messrs. Geo. P. Rowell & Co.,
New York, N. Y.:

Dear Sirs—I take pleasure in informing you that business—which has been somewhat backward in the Southeast, owing to the epidemic in certain sections in Florida and the quarantine regulations incident thereto—has revived under the influence of cold weather and the abolition of all restraints in trade and travel. In fact, business has not only resumed its usual channels, but has increased in volume, with good prospects for a heavy trade throughout the winter.

A large area of country reached by the *Morning News* is bare of goods of all kinds, and therefore presents an inviting field in which judicious advertising will not fail to result in good returns.

The *Morning News*, as you are aware, has no special advertising agents in its employ. It prefers to have its foreign business, when not received direct from advertisers, handled by well-established agencies, such as yours, whose extensive acquaintance and long experience affords them facilities for securing the cream of advertising. Of course there are occasions when we have not agreed on values, but that is the case in every business—it is simply the difference between seller and buyer.

We recognize the fact that without the aid of advertising agencies advertising would still be what it was a quarter of a century since, and newspapers as a rule would be as unprofitable as they then were. Advertising agencies are the colleges in which advertisers are educated, and we might add that newspaper publishers also acquire very valuable knowledge through the same source. Appreciating these facts, the *Morning News* has always taken pleasure in filling orders sent through responsible agencies.

It has paid it to give such favors its careful attention, and the object of this letter is to secure more of them.

Thanking you in advance for your attention to our request for a share of such advertising as you may have for papers in this part of the country, and with the compliments of the season, we are, yours truly

THE MORNING NEWS.
J. H. ESTILL, Pres't.

IT was noted by Addison in his time that a mere desire for notoriety was the sole occasion for some of the advertisements that fell under his observation. That is now attained gratis by interviewing; the advertiser confining himself to the more solid purpose of gaining shekels instead of fame.

THE ADVERTISING RATES OF THE OMAHA BEE.

Home Rate.

*** Rates for Display Advertising in The Omaha Daily Bee.**

Number of times.	*Rate per agate line.	Discount on 42 lines or more.	Discount on 70 lines or more.	Discount on 98 lines or more.	Discount on 126 in's or more.	Discount on 154 in's or more.	Discount on 308 in's or more.
1 time	.10	5%	10%	15%	20%	25%	30%
2 weeks	1.00	5%	10%	15%	20%	25%	30%
1 month	1.50	5%	10%	15%	20%	25%	30%
3 months	4.00	5%	10%	15%	20%	25%	30%
6 months	7.00	5%	10%	15%	20%	25%	30%
1 year	13.00	5%	10%	15%	20%	25%	30%

Rates for Display Advertising in The Sunday Bee.

One insertion in 1 month.....13 cents per Agate line
Two insertions in 1 month, each insertion.....12 cents per Agate line
Three insertions in 1 month, each insertion.....11 cents per Agate line
Four or more insertions in 1 month, each insertion.....10 cents per Agate line
Local Reading Notices 35 cents per Brevier line each insertion
No preferred position given.

Rates for Display Advertising in The Weekly Bee.

For contracts running less than 3 months, each insertion.....20 cents per Agate line
For contracts running 3 months, each insertion.....12 cents per Agate line
For contracts running 6 months, each insertion.....10 cents per Agate line
For contracts running 1 year, each insertion.....10 cents per Agate line
Preferred position, 25 per cent extra. Reading Notices 50 per cent additional. Local Reading Notices 50 cents per Brevier line.
☞ Fourteen lines Agate to the inch.

REMARKS.

*These rates are for both morning and evening editions, (exclusive of Sunday.) For one edition (morning or evening exclusive of Sunday) ½ of these rates will be charged

E. O. D. rates ½ these rates.

Twice a week, ⅓ these rates.

Preferred positions 25 to 50 per cent extra.

Reading notices 50 per cent additional. Local reading matter 25 cents per line brevier, 1 edition; 35 cents per line for both editions. Special Notices (Want column) 10 cents per line, nonpareil, for first insertion and 7 cents per line for each subsequent insertion.

Foreign Advertising Rate.

*** Rates for Display Advertising in The Omaha Daily Bee.**

Number of times.	*Rate per agate line.	Discount on 42 lines or more.	Discount on 70 lines or more.	Discount on 98 lines or more.	Discount on 126 in's or more.	Discount on 154 in's or more.	Discount on 308 in's or more.
1 time	.10	5%	10%	15%	20%	25%	30%
2 weeks	.75	5%	10%	15%	20%	25%	30%
1 month	.90	5%	10%	15%	20%	25%	30%
3 months	2.56	5%	10%	15%	20%	25%	30%
6 months	4.70	5%	10%	15%	20%	25%	30%
1 year	8.30	5%	10%	15%	20%	25%	30%

Rates for Display Advertising in The Sunday Bee.

One insertion in 1 month.....13 cents per Agate line
Two insertions in 1 month, each insertion.....12 cents per Agate line
Three insertions in 1 month, each insertion.....11 cents per Agate line
Four or more insertions in 1 month, each insertion.....10 cents per Agate line
Local Reading Notices 35 cents per Brevier line each insertion.
No preferred position given.

Rates for Display Advertising in The Weekly Bee.

For contracts running less than 3 months, each insertion.....20 cents per Agate line
For contracts running 3 months, each insertion.....12 cents per Agate line
For contracts running 6 months, each insertion.....10 cents per Agate line
For contracts running 1 year, each insertion.....10 cents per Agate line
Preferred position, 25 per cent extra. Reading Notices 50 per cent additional. Local Reading Notices 50 cents per Brevier line.
☞ Fourteen lines Agate to the inch.

REMARKS.

*These rates are for both morning and evening editions, (exclusive of Sunday.) For one edition (morning or evening exclusive of Sunday) ½ of these rates will be charged

E. O. D. rates ½ these rates.

Twice a week, ⅓ these rates.

Preferred positions 25 to 50 per cent extra.

Reading notices 50 per cent additional. Local reading matter 25 cents per line brevier, 1 edition; 35 cents per line for both editions. Special Notices (Want column) 10 cents per line, nonpareil, for first insertion and 7 cents per line for each subsequent insertion.

DISCOUNTS.

"What the inexperienced advertiser generally wants is an editorial notice and a discount: he will pay a bill of $100, with a discount of 40 per cent., with much cheerfulness, while one for the same service at $50 net would not be so satisfactory."

Some very shrewd advertisers have a practice of listening to all which an advertisement solicitor has to say; and after finally ascertaining his price, make him a flat offer of one-half the sum asked.

Every solicitor for an enterprising newspaper has come in contact with this man; and many of them have made *excellent contracts with him.*

A man does not travel long as a solicitor of advertisements without finding out that what advertisers want is not so much a low price, as it is a large discount: and when it is so easy to let an advertiser have what he wants, what excuse is there for not pleasing him to that extent? For, after all, all that must be done is to be sure to charge enough in the beginning.

NEWS AND NOTES.

The Iron Age, published at No. 66 Duane street, New York City, is the oldest paper in the world devoted to the interests of the hardware, iron and metal trades, and appears to justify its claim of being a standard authority on all matters relating to the above branches of industry. It has three editions: weekly, semi-monthly and monthly. The weekly edition contains eighty-six pages; the last one containing 653 different advertisements from as many advertisers.

W. B. Willcox is making the *American Advertiser Reporter*, of New York, an indispensible publication to newspaper publishers.

E. S. Wells, the Jersey City druggist who owes the press $100,000 for advertising, is now offering 10 per cent. in full settlement and the impression prevails that publishers generally are accepting the offer. Mr. Wells makes a different offer to such as prefer it. It is set forth as follows:

> Or I will for full release without any cash payment, use my influence as agent for new concern to give you new cash contract.

The Swift Specific Company, of Atlanta, Ga., will continue their advertising expenditures during the year 1889.

W. F. Hapgood has been appointed the Eastern manager of the *Orange Judd Farmer*.

The *Cosmopolitan Magazine*, of New York, has been sold to John Brisden Walker, of Denver.

The publishers of the *St. Augustine News* announce that that paper will in January circulate 30,000 copies weekly. This is an increase of 40 per cent. over last year's circulation.

The Buffalo *Times* announces two changes in its advertising department; first, that the Foreign Advertising Department has been placed in charge of F. E. Duffy, 71 Tribune Building, New York; second, that the advertising rates of the *Times* will hereafter be inflexible.

The effects of the Scotch Oats Essence Company, at 160 and 172 Fulton street, were sold out by Deputy Sheriff Brassel yesterday under execution for $39,610. The patent medicine brought four cents a bottle.—*N. Y. Sun*, December 8, 1888.

Mr. W. H. Brearley, the enterprising publisher of the Detroit *Journal*, has suggested the propriety of ornamenting Detroit's "Own Island Park" with a statue of a New York State newspaper man. Mr. Brearley says that the island is low and level, and that his esteemed contemporary, the New York State Mr. B——, is the *boldest bluff* he knows of.

It is reported as coming from a representative of the Advertising Agency of N. W. Ayer & Son, of Philadelphia, that Messrs. Wells, Richardson & Co., the Drug House, at Burlington, Vt., are expending at the rate of $365,000 a year for advertising in newspapers; placed, presumingly, through Messrs. Ayer & Son.

SALESMAN WANTED to sell printing inks; must have a knowledge of the business and acquaintance with the trade; to a satisfactory man fair wages will be paid. Address, John A. Eagleson, 140 William st., New York.

"A GOOD ILLUSTRATION EXPLAINS MORE THAN A LONG EXPLANATION."

Do you want an illustration of the goods you manufacture or sell? We make all classes of cuts for manufactured articles, trade marks, buildings, portraits, advertising, etc. To be short, we can make you a cut of anything you will send us, or send photograph, sketch or copy. Our prices are very low and our facilities are the best. Write and tell us what you want and we will send estimate. H. SENIOR & Co., Wood Engravers, 10 Spruce St., New York.

"THE ART OF ADVERTISING; or, How to Make Advertising Pay." Every business man needs it; price 50c. by mail postpaid. J. J. TERRY, Publisher, 79 Milk street, Boston, Mass.

FOR SALE.—Hoe, 4-cylinder rotary press (second hand.) Is in good condition and will be sold very cheap.—REGISTER PUB. CO., New Haven, Conn.

PATENTS PROCURED by Charles F. Benjamin, Corcoran Building, Washington, D. C., **for $65**, including government fees and drawings. Every specification and amendment revised by himself before filing. Send description, with rough drawing or model, by mail. **Preliminary Advice Free.** Specific advice as to patentability or profitableness, $5 to $10, often saving cost of application or useless patent. More money than ever in patents, but invention must be something wanted, and specification, claims and drawings thoroughly prepared.

5000—TO ADVERTISERS.—Well-to-do young men and women read **The Cycler,** an illustrated monthly magazine; advertising rates *less* than *four cents* per agate line per page. For advertising rates address THE CYCLER, Stamford, Conn., or GEO. P. ROWELL & Co., 10 Spruce St., New York, N. Y.

Nearly One Million Readers.

METHODIST ADVERTISING.

The publications named below are owned and controlled exclusively by the Western Methodist Book Concern.

Western Christian Advocate, Cincinnati.
Northwestern Christian Advocate, Chicago.
Central Christian Advocate, St. Louis.
Christliche Apologete, Cincinnati.
Sandebudet, Chicago.
Sunday School Journal, Cincinnati.
Haus und Herd, Cincinnati.

As advertising mediums they are unexcelled and will surely bring abundant returns to those who use their columns to tell our hosts of subscribers of their wares and enterprises.

A good article sold to a church member becomes the best possible advertisement, owing to the society element in the churches, each church being a family, so to speak, and if one member is pleased with your goods the others soon hear about them.

These papers are the only mediums through which can be reached a large and influential class of readers. *An advertisement appearing in all the other religious papers in the West would not reach five per cent. of the readers of our publications.* They are the official organs of the Church.

CRANSTON & STOWE, Publishers.
A. E. DUNN, Manager, 57 Washington St., Chicago.

SPRINGFIELD REPUBLIC-TIMES.—Daily and Weekly. Daily established in 1855; Weekly in 1817. Circulation more than all other newspapers of city combined. Only paper having any telegraph press franchise in Springfield. Official City and County paper. Largest circulation in 8th Ohio Congressional District, throughout which it generally circulates. **One of the Oldest and Best Advertising Mediums in Ohio or Central States.** Advertising rates low, considering circulation and influence, and are uniformly sustained.

A. D. HOSTERMAN & Co., Publishers,
Springfield, Ohio.

THE MOLINE EVENING DISPATCH is the **Best Circulated** daily in Northwestern Illinois. Moline is the manufacturing centre of the Northwest. As an advertising medium the DISPATCH has **quality as well as quantity.**

McGLYNN & GROOM, Publishers.

TYPE-WRITER CIRCULARS.—We manufacture an **Ink** for this special purpose: purple, blue, or any specified shade. In cans from one pound upwards; Price $1.50 a pound. Address W. D. WILSON PRINTING INK CO. (Limited), 140 William St., New York.

AGENTS WANTED to Canvass for Advertising Patronage. A small amount of work done with tact and intelligence may produce a considerable income. Agents earn several hundred dollars in commissions in a single season and incur no personal responsibility. Enquire at the nearest newspaper office and learn that ours is the best known and best equipped establishment for placing advertisements in newspapers and conveying to advertisers the information which they require in order to make their investments wisely and profitably. Men of good address, or women, if well informed and practical, may obtain authority to solicit advertising patronage for us. Apply by letter to GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York, and full particulars will be sent by return mail.

New England Newspapers.

For a check for **$135** we will insert a one-inch advertisement one month in our New England Select Local List, consisting of 26 Dailies and 123 Weeklies. Orders are sent to one-half the papers on the 1st of every month and the remainder on the 15th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce Street, New York.

Middle States Newspapers.

For a check for **$180** we will insert a one-inch advertisement one month in our Middle States Select Local List, consisting of 65 Dailies and 173 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

Southern Newspapers.

For a check for **$135** we will insert a one-inch advertisement one month in our Southern Select Local List, consisting of 40 Dailies and 87 Weeklies. Orders are sent to one-half the papers on the 13th of every month and the remainder on the 27th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., N. Y.

Western Newspapers.

For a check for **$275** we will insert a one-inch advertisement one month in our Western Select Local List, consisting of 112 Dailies and 241 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

Canada Newspapers.

For a check for **$50** we will insert a one-inch advertisement one month in our Canadian Select Local List, consisting of 15 Dailies and 47 Weeklies. Orders are sent to one-half the papers the 11th of every month and the remainder on the 25th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

ADVERTISING CUSTOMERS of Geo. P. Rowell & Co's Newspaper Advertising Bureau to the amount of Fifty Dollars, are entitled to receive a complimentary copy of the American Newspaper Directory.

The Boston Post

Reaches the most select constituency in New England, and is therefore an exceptionally valuable advertising medium. Rates will be furnished by Messrs. Geo. P. Rowell & Co., or by Bridgman, Birmingham & Co., General New York Agents, Broadway and Wall street.

WE HAVE JUST ISSUED A NEW edition of our Book called "Newspaper Advertising." It has 256 pages, and among its contents may be named the following Lists and Catalogues of Newpapers:—

DAILY NEWSPAPERS IN NEW YORK CITY, with their Advertising Rates.

DAILY NEWSPAPERS IN CITIES having more than 150,000 population, omitting all but the best.

DAILY NEWSPAPERS IN CITIES having more than 20,000 population, omitting all but the best.

A SMALL LIST OF NEWSPAPERS in which to advertise every section of the country: being a choice selection made up with great care, guided by long experience.

ONE NEWSPAPER IN A STATE. The best one for an advertiser to use if he will use but one.

BARGAINS IN ADVERTISING in Daily Newspapers in many principal cities and towns, a List which offers peculiar inducements to some advertisers.

LARGEST CIRCULATIONS. A complete list of all American papers issuing regularly more than 25,000 copies.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

SELECT LIST OF LOCAL NEWSPAPERS, in which advertisements are inserted at half price.

5,472 VILLAGE NEWSPAPERS, in which advertisements are inserted for $42.15 a line and appear in the whole lot—one-half of all the American Weeklies.

Book sent to any address for **Thirty Cents.** Address GEO. P. ROWELL & Co., New York.

FOR A CHECK FOR $20 WE WILL print a ten-line advertisement in One Million issues of leading American Newspapers and complete the work within ten days. This is at the rate of only one-fifth of a cent a line, for 1,000 Circulation! The advertisement will appear in but a single issue of any paper, and consequently will be placed before One Million different newspaper purchasers; or FIVE MILLION READERS, if it is true, as is sometimes stated, that every newspaper is looked at by five persons on an average. Ten lines will accommodate about 75 words. Address with copy of Advertisement and check, or send 30 cents for Book of 256 pages.

GEO P. ROWELL & CO.,
10 Spruce St., New York.

FOR THOSE ADVERTISERS WHO have a credit so well established as to make them safe customers, we secure the most important advantages. We can devote our energies to securing for them what is wanted and what ought to be had; without constantly contemplating a possible loss liable to sweep away, not only all commissions earned, but in addition, leave us responsible for heavy obligations to publishers. We seek the patronage of responsible advertisers who will pay when the work is done! and of experienced advertisers who will know when they are faithfully and intelligently served! Address, GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

GEO. P. ROWELL & CO'S BEST LIST of Local Newspapers. — Every paper named on this list is selected because either its daily or weekly edition is the best or most widely circulated or most influential, published at an important county seat, or in a place having more than 5,000 population. **The newspaper in each place that gives the advertiser the most for his money.** The List covers every State, Territory, District and Province of the United States and Canada, and represents **EVERY county seat having a population greater than 3,000, and EVERY PLACE having a population greater than 5,000, one paper in a place, Daily or Weekly, or Daily and Weekly,** where there is a paper having a circulation exceeding one thousand copies weekly, as rated in the American Newspaper Directory for 1888; and with the exception of such suburban towns as are better covered by the papers named in the neighboring city. Send 30 cents for pamphlet.

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., New York.

AMERICAN NEWSPAPER DIRECTORY for 1888. Twentieth Annual Volume: 1456 pages. This work is the source of information on statistics of newspapers in the United States and Canada. Advertisers, advertising agents, editors, politicians, the department of the government, rely upon its statement as recognized authority. It gives a brief description of each place in which newspapers are published, stating name of County, population of place, etc. It gives the names of all the newspapers, politics, religion, class or characteristic, days of issue, editors and publishers' name, size of paper, subscription price, date of establishment and the circulation. It gives the names of all papers: in which County. Price $5. Sent to any address by

GEO. P. ROWELL & CO., Publishers,
10 Spruce St., New York.

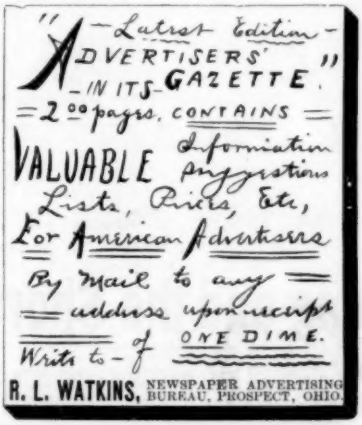
SEND THE CASH AND SAY what is wanted.—A small expenditure in advertising in a judicious selection of newspapers is often contemplated by persons who have not a clear idea as to what publications should be taken or the cost; they consequently find a difficulty in carrying out the plan without having the cost exceed the amount contemplated. Such persons do well to send the copy of the advertisement and a check for the amount of money to be used, to Geo. P. Rowell & Co.'s Newspaper Advertising Bureau, 10 Spruce St., New York, and leave the selection of papers and the number of insertions in each to be determined by their experience and judgment. In that way the advertiser gets the best service possible for the money he expends, and the work is promptly done—no time being lost in correspondence.

A LOW RATE AND EASY TERMS OF PAYMENT!—We will insert an advertisement occupying a full inch of space, 14 agate lines, one week, in six thousand, ACTUALLY SIX THOUSAND Country Weeklies, for **$500.** From responsible parties a three months' note, with the order, will be accepted in payment. (Only one electrotype required.) Try the experiment. Address GEO. P. ROWELL & CO'S Newspaper Advertising Bureau, 10 Spruce St., New York.

A WRITER OF ADVERTISING MATTER Address W. R. BARBER,
New York Post Office.

THE NEW YORK PRESS: Daily, Weekly and Sunday: The PRESS was first published December 1, 1887. Circulation February 1, 1888, 26,550. Circulation June 1, 45,944. Circulation August 1, 66,482. Circulation September 1, 76,480. Circulation October 1, 90,970. Circulation October 27, 100,064. Circulation November 7, 254,846. Advertisers should observe and use the New York PRESS.

A LIST of 1,000 NEWSPAPERS DIvided into States and Sections will be sent on application—FREE. To those who want their advertising to pay, we can offer no better medium for thorough and effective work than the various sections of our Select Local List. Address GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.



Number 4 of SUN AND SHADE is published as a special

CHRISTMAS NUMBER.

It is composed entirely of a series of BEAUTIFUL PLATES OF CHILDREN, a fitting tribute to the BIRTHDAY OF CHRIST.

Each issue of SUN AND SHADE consists of ten to twelve plates on paper 11 x14 inches.

SUBSCRIPTION, - - $3.00

From Nos. 1 to 12, Single or Sample Copies, 30 Cents.

CHRISTMAS NUMBER (SPECIAL), 50 CENTS.

The Photo-Gravure Company,

PUBLISHERS,

853 BROADWAY (Union Square), NEW YORK.

The Long and the Short of It.

$5 Will be allowed any advertiser sending us his order for $50, or

$10 For his $200 order when accompanied by this page of PRINTERS' INK. We make this offer to test the value of this publication as an advertising medium to us.

The offers refer to the following announcement:

NEW ENGLAND & MIDDLE STATES

$50 CASH WILL INSERT 5 lines 1 month IN 500 Weeklies

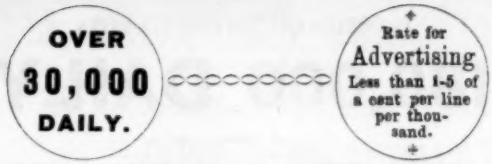
most of which are published in thrifty towns and villages of the New England & Mid. States. This price makes the cost but

Ten Cents per Paper,

for a month's advertising. If electrotypes are used, but one is necessary for the entire five hundred newspapers. Lists of papers sent upon application.

Objectionable Advertisements not received.

NEW YORK NEWSPAPER UNION,
134 Leonard St., N. Y.



ON A YEARLY CONTRACT ABOUT FIVE CENTS A LINE.

No "High Water Marks."

A STEADY, EVEN, HEALTHY PULSE.

THE PITTSBURG PRESS.

November Statement.

DAILY NET AVERAGE CIRCULATION:

30,434 Copies.

Sworn Statement of the Daily Circulation of the Pittsburg Press for the Month of November, 1888.

Nov. 1	27,748	Nov. 7	45,748	Nov. 13	28,562	Nov. 19	28,372	Nov. 24	31,438
" 2	27,451	" 8	36,227	" 14	28,649	" 20	30,299	" 26	28,169
" 3	28,478	" 9	33,109	" 15	29,769	" 21	30,162	" 27	29,405
" 5	30,324	" 10	29,896	" 16	28,058	" 22	30,219	" 28	29,084
" 6	42,352	" 12	28,925	" 17	28,491	" 23	30,336	" 29	no paper

Nov. 30, 29,389.

Total Circulation,	770,660
Spoiled, unsold and returned,	9,807
Net Circulation,	760,853
Average daily circulation,	**30,434**

City of Pittsburg, ss.:

I solemnly swear that the above is a true and correct statement of the circulation of THE PITTSBURG PRESS, of Pittsburg, Penna., for the month ending Nov. 30th, 1888.

Sworn and subscribed before me this 3rd day of Dec., 1888.

JOHN H. CRATTY, *Notary Public.*

CHAS. W. HOUSTON, *Business Manager.*

For January, 1888,	**19,314**	**copies daily.**
February, "	**23,647**	"
March, "	**25,440**	"
April, "	**27,147**	"
May, "	**27,395**	"
June, "	**26,391**	"
July, "	**28,058**	"
August, "	**28,582**	"
September, "	**28,227**	"
October, "	**27,077**	"
November, "	**30,434**	"

The Press Publishing Co., Pittsburg, Pa.

CHAS. W. HOUSTON, Business Manager.

Eastern Office of the Press, 48 Tribune Building, New York.

S. C. BECKWITH, Manager.

NOTE.—Affidavit Covers Copies PRINTED and SOLD.

RECAPITULATION.

June,	(Sworn),	**686,173** net copies.
July,	"	**701,449** "
August,	"	**771,721** "
September,	"	**705,663** "
October,	"	**731,078** "
November,	"	**760,853** "
Total, 6 Months,		**4,356,937**

Or 155 consecutive issues, showing Daily Average 28,109 Copies, as per sworn statement on file at

GEO. P. ROWELL & CO.'S, 10 Spruce St., New York City.

COMBINED CIRCULATION

180,000 DAILY

DETROIT NEWS, CINCINNATI POST.
CLEVELAND PRESS.
ST. LOUIS CHRONICLE.
PITTSBURGH CHRONICLE TELEGRAPH.

TO ADVERTISERS:

Would be pleased to have you consider the following newspapers in making up your list:

DETROIT EVENING NEWS, fifteen years old, circulates in every part of the State of Michigan an average of 43,000 copies every day. Sells for Two Cents. The SUNDAY NEWS has a circulation of 27,000. It has been recently enlarged to twelve and sixteen pages.

PITTSBURGH CHRONICLE TELEGRAPH, issued every afternoon and weekly. Daily sells for Two Cents and Weekly for One Dollar a year, established in 1841; enjoys the prestige of both United and Associated Press reports; has 22,000 Daily and 27,000 Weekly.

CINCINNATI EVENING POST, a wonder in modern journalism, sells for One Cent and circulates over 50,000 copies each afternoon in Cincinnati and surrounding towns, within a radius of 150 miles.

THE CLEVELAND PRESS, the oldest One Cent paper in the country west of Philadelphia, with but one exception. The only exclusive afternoon paper in Cleveland. Circulation 40,000 every day.

ST. LOUIS EVENING CHRONICLE, the only One Cent paper in St. Louis. Has 27,000 actual daily circulation, and is growing every day.

THE ECHO, the weekly edition of The Evening News, Detroit, Mich.; The Press, Cleveland, O.; The Post, Cincinnati, O., and the Chronicle, St. Louis, Mo. Circulation in almost every state in the union, but chiefly in Michigan, Ohio, Indiana, Missouri, Kentucky, Illinois and Tennessee—circulation in Michigan, 5,000.

C. J. BILLSON, Manager,
83 Tribune Building, New York.

1889. HAPPY NEW YEAR! 1889.

Three Million Six Hundred and Fifty Thousand Circulation!

SOMETHING SUBSTANTIAL!

3,650,000 Copies for $13.00!

Per Agate Line, or $182.00 per Inch for 13 Weeks.

The American Rural Home,

OF ROCHESTER, N. Y., AND CHICAGO, ILL.

A. FRANK RICHARDSON, - - Manager,

Will circulate during the following thirteen weeks—each edition—as follows:

JANUARY 5th, 1889, -	300,000	FEBRUARY 23d, 1889,	300,000
JANUARY 12th, - -	300,000	MARCH 2d, - - - -	250,000
JANUARY 19th, - -	300,000	MARCH 9th, - - -	250,000
JANUARY 26th, - -	300,000	MARCH 16th, - - -	250,000
FEBRUARY 2d, - - -	300,000	MARCH 23d, - - -	250,000
FEBRUARY 9th - -	300,000	MARCH 30th, - - -	250,000
FEBRUARY 16th, - -	300,000		
TOTAL, - - - - -	3,650,000		

These immense weekly editions include the regular paid subscription list of over 150,000 copies, and the extra copies (for which we make no charge), will be mailed, post paid, to a select list of names, all different each week, no duplicates, in the Eastern, Middle, Western, Northwestern, and Pacific Coast States and Territories, collated solely with a view of securing them as new subscribers.

Conceded by numerous patrons the best paying advertising medium in the United States. Papers of largest bona fide known circulation always bring the best returns for the money invested. AMERICAN RURAL HOME readers are buyers, and have means for gratifying any moderate want.

Advertising Rates: { DISPLAY, $1.00 per Agate line each insertion. READING NOTICE, $1.50 " " "

The American Rural Home is Represented by all Responsible Advertising Agents.

For discounts, which are liberal, address

GEO. P. ROWELL & CO., Advertising Bureau,
10 Spruce Street, N. Y.

Miscellanies.

A western editor announces that unless delinquent subscribers pay up more promptly he will be obliged not only to run a "patent inside," but also to secure patent insides for his wife and children.—*Craftsman.*

Why is an unpaid subscription bill like a bottomless chair? Chorus of country editors: "Because it needs receipting."—*Portland Transcript.*

Advertise well! You will never repent it;
Nothing more wise can a business man do,
Stick to this motto, and never forget it:
Advertise well, it will pull you safe through.
—*Ex.*

Irate Editor—See here! Pretty mess you've made in my paper. I told you to select a good cut to represent Mrs. Harrison, wife of the President-elect. Do you call this a good cut?

Foreman—My gracious! I've made a mistake and used a "before taking" cut instead of an "after taking."—*Philadelphia Record.*

The country editor now throws out hints to his subscriber that a present of a turkey for Christmas would be acceptable, while his city brother has to content himself by going to the market and smelling some old, tough patriarch of the flock, already half spoiled, and selling at eighteen cents a pound.—*Hotel Mail.*

Literary Bohemian—Is Binks, the sporting editor, in?

Office Boy—No, sir; this is his night off, and he's gone to prayer meeting with his wife.

"Well, I'll stop and chat a while with Dinks, the religious editor."

"He ain't in, either. He's on a spree."—*Philadelphia Record.*

"That jest of yours," said the editor deliberately, as he scanned the contribution, "might have been written by Shakespeare."

"You flatter me," exclaimed the trembling aspirant, flushing to the roots of his shirt-collar.

"Not at all. It is as old as the Seven Ages of Man."—*Judge.*

A newspaper asks: "Whither are we drifting?" and a Western contemporary replies that a strong aversion to profanity alone prevents their giving the required information.—*Ex.*

Magazine Editor—I am getting up a symposium on the subject: "Is Marriage A Failure?" and I would much like to have an article from you.

Literary Man—On which side?

M. E.—I am most in need of an article on the affirmative.

L. M.—Want me to pronounce marriage a failure?

M. E.—Well, yes.

L. M.—I wouldn't dare to. I'm married.—*Ex.*

Chicago Editor—See here, sir; this won't do. You refer to the lamented Mr. Greatman, of Chicago, as having been gathered to his fathers.

New Man (from the East)—It is a Biblical term, sir, and I have seen it used in Philadelphia.

Chicago Editor—It won't do here. Mr. Greatman's mother was divorced and remarried half-a-dozen times, and it might look like a reflection on the family.—*Philadelphia Record.*

Reporter—Well, Senator, I have come according to your request. What feature of the late campaign do you wish to discuss?

Distinguished Senator (with ponderous gravity)—I have sent for you, sir, to say that I positively refuse to be interviewed. Put that down—positively refuse. These public men that are always rushing into print in order to keep themselves before the public—got that down?—might take a lesson from the statesmanlike reticence of men who really know the causes that contributed to our late defeat, but who maintain a dignified reserve when approached by the thoughtless interviewer. Add something about my evident unwillingness to thrust my personality on the public, and let me see the article before you print it. Good day.—*Chicago Tribune.*

Country editor (to assistant)—I see, Mr. Shears, that you have at the end of your article the word, Selah. What does it mean?

Assistant (hesitatingly)—Well—er—Mr. Case, I don't really know. I think it looks well.

Editor—Yes, it's full of spirit, and as none of our subscribers will know anything about it, we'll let it go in. Always take pains in writing editorial matter that your English is carefully selected.—*Epoch.*